



KY Department of Agriculture Grower Survey

Farm Name _____ KY Proud Member? _____

Contact Name _____

Address _____

Phone _____ Email _____

Website _____ Size of Farm _____

*Please summarize your current production and farm capacity for production.
Need more space? Attach an extra sheet with appropriate information.*

Product Type	2005 Production	Max Production Capacity	Growing Method
Produce/ Herbs	<i>(Units of Acres*)</i>	<i>(Units of Acres*)</i>	ex. "Conventional"
Meat	<i>(Units in lbs or hd)</i>	<i>(Units in lbs or hd)</i>	ex. "Organic"
Eggs	<i>(Units in dozens)</i>	<i>(Units in dozens)</i>	ex. "free range"
Dairy	<i>(Units in lbs or gal)</i>	<i>(Units in lbs or gal)</i>	ex. "Hormone Free"
Processed Food	<i>(Units in lbs or case)</i>	<i>(Units in lbs or case)</i>	ex. "Made with Organic Tomatoes"

**A 100-ft. row equals about 1/50 of an acre*

1. Would you increase production of any products, given more demand? Please put a "check" beside those products on the summary chart above. What products, if any, do you plan to add in the future?

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2. Do you use season extension techniques? (Ex. Greenhouse)
3. Please review the following markets and mark "X" for those you are selling to, and "?" for those you are interested in learning more about:
- | | | |
|--------------------------------------|--|---|
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Farmers' Market | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Auction | <input type="checkbox"/> Buying Club | <input type="checkbox"/> Retail Markets |
| <input type="checkbox"/> CSA | <input type="checkbox"/> State Park | <input type="checkbox"/> On Farm Market |
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Hotel | <input type="checkbox"/> Roadside Stand |
| <input type="checkbox"/> Institution | <input type="checkbox"/> Convenient Stores | <input type="checkbox"/> Other _____ |
4. How do you determine product prices for each market?
5. Please indicate with a "checkmark" which of the following you are interested in.
- | |
|---|
| <input type="checkbox"/> Monthly Newsletter |
| <input type="checkbox"/> Training for internet marketing or website management |
| <input type="checkbox"/> Training for Packaging/ Labeling |
| <input type="checkbox"/> How to produce certified organic product |
| <input type="checkbox"/> State/Federal Food Distribution Programs within your community |
| <input type="checkbox"/> Farm Diversification workshops |
| <input type="checkbox"/> KY Proud Program |
| <input type="checkbox"/> Restaurant Rewards Program |
| <input type="checkbox"/> Other _____ |

The following questions are for producers interested in our "Restaurant Ready" Directory.

6. How do your customers place an order?
7. Do you deliver your products? If not, how do your products get from the farm to the buyer?
8. How do you maintain product quality from harvest and transport?
9. If you deliver, please "check" all areas that you are willing to deliver to:
- | | | |
|---------------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Ashland | <input type="checkbox"/> Lexington | <input type="checkbox"/> Murray |
| <input type="checkbox"/> Somerset | <input type="checkbox"/> Bowling Green | <input type="checkbox"/> Morehead |
| <input type="checkbox"/> Maysville | <input type="checkbox"/> Elizabethtown | <input type="checkbox"/> Richmond |
| <input type="checkbox"/> Hopkinsville | <input type="checkbox"/> Owensboro | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Louisville | <input type="checkbox"/> Paducah | <input type="checkbox"/> Other _____ |
10. What is your minimum order requirement? (quantity or dollar amount)
11. Do you have sanitary packing facilities?
12. Do you carry product liability insurance?
13. Is your product UPC or PLU coded? Which ones? (This is not a requirement.)
14. Please attach a brief description of your operation (to be included in our directory, 50 words or less.)

Thank you for your participation. Mail your survey to:

Sara Williamson, Marketing Specialist
Kentucky Department of Agriculture
100 Fair Oaks Lane, 5th Floor

Frankfort, KY 40601